

9 wherein said card is configured in the form of a business type card to advertise and provide  
10 information pertaining to said business or product to card recipients via said material layer  
11 information and said data stored within said storage medium.

1 20. The storage device of claim 19, wherein said storage medium is configured to store  
2 data over the entire area of said storage medium.

1 21. The storage device of claim 19, wherein said data card has a shape selected from the  
2 group consisting of a polygon, an ellipse and a circle.

1 22. The storage device of claim 21, wherein said data card is substantially rectangular.

1 23. The storage device of claim 19, wherein said data card has a shape including at least  
2 one linear edge and at least one curved edge.

1 24. The storage device of claim 19, wherein said personal computer includes a drive  
2 configured to accommodate said card and said card is directly inserted into said drive for information  
3 storage and retrieval.

1 25. A storage device for insertion into a personal computer to permit data to be  
2 transferred between said personal computer and said storage device, said storage device comprising:  
3 a data card including a computer readable storage medium for storing data and facilitating

4 transfer of said data between said data card and said personal computer in response to said personal  
5 computer rotating said data card about an axis perpendicular to and passing through said card to  
6 enable said personal computer to access said storage medium, wherein said card includes a non-  
7 circular configuration.

1 26. The storage device of claim 25, wherein said storage medium is configured to store  
2 data over the entire area of said storage medium.

1 27. The storage device of claim 25, wherein said data card configuration is selected from  
2 the group consisting of a polygon and an ellipse.

1 28. The storage device of claim 27, wherein said data card configuration is substantially  
2 rectangular.

1 29. The storage device of claim 25, wherein said data card configuration includes at least  
2 one linear edge and at least one curved edge.

1 30. The storage device of claim 25, wherein said personal computer includes a drive  
2 configured to accommodate said card and said card is directly inserted into said drive for information  
3 storage and retrieval.

1 31. A method of transferring data between a storage device and a personal computer

2 comprising the steps of:

3 (a) forming a data card including a material layer and a computer readable storage  
4 medium for storing data pertaining to a business or product, wherein said storage medium facilitates  
5 transfer of said data to said personal computer in response to said personal computer rotating said  
6 data card about an axis perpendicular to and passing through said card to enable said personal  
7 computer to access said storage medium;

8 (b) printing information on said material layer indicating said business or product  
9 associated with said data stored within said storage medium; and

10 (c) configuring said card in the form of a business type card to advertise and provide  
11 information pertaining to said business or product to card recipients via said printed information and  
12 said data stored within said storage medium.

1 32. The method of claim 31, wherein step (a) further includes:

2 (a.1) configuring said storage medium to store data over the entire area of said storage  
3 medium.

1 33. The method of claim 31, wherein step (c) further includes:

2 (c.1) configuring said card in a shape selected from the group consisting of a polygon, an  
3 ellipse and a circle.

1 34. The method of claim 33, wherein step (c.1) further includes:

2 (c.1.1) configuring said data card to be substantially rectangular.

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35. The method of claim 31, wherein step (c) further includes:

2 (c.1) configuring said data card in a shape including at least one linear edge and at least  
3 one curved edge.

1 36. The method of claim 31, wherein said personal computer includes a drive configured  
2 to accommodate said card, and step (c) further includes:

3 (c.1) configuring said card for direct insertion into said drive for information storage and  
4 retrieval.

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1 37. A method of transferring data between a storage device and a personal computer  
2 comprising the steps of:

3 (a) forming a data card including a computer readable storage medium for storing data  
4 and facilitating transfer of said data between said data card and said personal computer in response  
5 to said personal computer rotating said data card about an axis perpendicular to and passing through  
6 said card to enable said personal computer to access said storage medium; and

7 (b) configuring said card to include a non-circular configuration.

1 38. The method of claim 37, wherein step (a) further includes:

2 (a.1) configuring said storage medium to store data over the entire area of said storage  
3 medium.

1 39. The method of claim 37, wherein step (b) further includes:

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2        (b.1) configuring said data card to include a configuration selected from the group  
3 consisting of a polygon and an ellipse.

1        40. The method of claim 39, wherein step (b.1) further includes:

2        (b.1.1) configuring said data card to be substantially rectangular.

1        41. The method of claim 37, wherein step (b) further includes:

2        (b.1) configuring said data card to include at least one linear edge and at least one curved  
3 edge.

1        42. The method of claim 37, wherein said personal computer includes a drive configured  
2 to accommodate said card, and step (b) further includes:

3        (b.1) configuring said card for direct insertion into said drive for information storage and  
4 retrieval.--